

Ko, Hsiu-Chia; Ho, Shun-Yuan

## Article

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# Continued purchase intention in live-streaming shopping: Roles of expectation confirmation and ongoing trust

Hsiu-Chia Ko & Shun-Yuan Ho

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# Continued purchase intention in live-streaming shopping: Roles of expectation confirmation and ongoing trust

Hsiu-Chia Ko  and Shun-Yuan Ho

Department of Information Management, Chaoyang University of Technology, Taichung, Taiwan

## ABSTRACT

Consumer demands have recently shifted toward an efficient shopping experience, which is a process that minimizes the time, money, effort, and cognitive load required by consumers to make purchase decisions and complete transactions. This shift has prompted social commerce platforms to invest in innovative business models aimed at maintaining customer loyalty. This study investigated how live-streaming shopping (LSS) aligns with changing consumer demands for efficient shopping experiences. We extended the Expectation Confirmation Model by including utilitarian value and ongoing trust as variables to examine their influence on continued purchase intention. We administered a questionnaire survey to experienced LSS users, which yielded 292 valid responses. Partial least squares structural equation modelling was performed on the collected responses to evaluate the proposed research models. The results revealed that postpurchase confirmation of the coviewers' positive word of mouth significantly increases perceived LSS value; this highlights the vital role of real-time social interactions in LSS. Moreover, we observed that confirmation of the quality of streamer-provided information can maintain ongoing trust; this demonstrates the importance of streamers' ability to leverage real-time video streaming effectively. Our analysis of postpurchase expectation confirmation underscored the importance of reliable streaming and ordering systems for ensuring LSS satisfaction among consumers. The results also indicated that perceived LSS value and ongoing trust significantly enhance consumers' LSS satisfaction, which increases their continued purchase intention. This study contributes to the literature on LSS by demonstrating how the efficient characteristics of LSS align with evolving consumer demands and behaviours.

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## SUBJECTS

Consumer Psychology; Internet / Digital Marketing / e-Marketing; Information & Communication Technology (ICT)

## Introduction

Social commerce has gained considerable attention in recent years owing to evolving consumer preferences and advancements in technology. The Business Research Company's Social Commerce Global Market Report 2023 projects that the global market value of social commerce will reach \$689.9 billion by 2027, increasing at a compound annual growth rate of 5.1%. Social commerce, a branch of e-commerce that combines social interaction and commercial activities, enables consumers to share their shopping experiences and engage in transactions, thus reducing information asymmetry. However, this integration also adds complexity to the shopping process.

Recent surveys have suggested that consumers are increasingly seeking better deals by visiting higher-value retail channels, frequently visiting price comparison websites, purchasing in bulk, and opting for private-label products (PwC, 2023). Consumers tend to navigate between 7 and 12 information channels, on average, and this complicates their decision-making process. To address this complexity, a trend toward simpler, faster, and more integrated online shopping channels has emerged, and such channels can facilitate the decision-making process and thus meet consumers' expectations (Google, 2022). This trend has led to the rise of innovative social commerce models, such as

**CONTACT** Hsiu-Chia Ko  [hcko@gm.cyut.edu.tw](mailto:hcko@gm.cyut.edu.tw)  Department of Information Management, Chaoyang University of Technology, Taichung, Taiwan

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live-streaming shopping (LSS) (Radar, 2022), which McKinsey & Company projects will account for 20% of all e-commerce sales by 2026.

LSS is an innovative form of social commerce that integrates real-time streaming video with e-commerce functionalities (Shiu et al., 2023; Tashtarian et al., 2023; Tian et al., 2023). It has rapidly gained popularity in markets like China and is expanding globally, driven by its ability to create a dynamic and engaging shopping environment. LSS platforms typically feature streamers who showcase products, interact with viewers, and facilitate real-time transactions. This method not only reduces the uncertainty associated with online shopping by providing live demonstrations and immediate feedback but also builds a sense of community among viewers who share their opinions and experiences during the broadcast.

LSS is characterized by real-time word-of-mouth communications from coviewers in live chat rooms, vivid video-type product information from streamers, immediate customer service, and efficient chat-based ordering systems (Chen et al., 2022; 2022; Li et al., 2021; Shiu et al., 2023; Tashtarian et al., 2023; Tian et al., 2023; Xue et al., 2020; Zhang et al., 2022). During LSS broadcasts, streamers provide real-time and vivid product demonstrations, address consumer concerns, and facilitate community interactions and rapid order placement. Clearly, LSS platforms integrate crucial information necessary for purchase decision-making with a convenient purchasing process and provide products with good value for money, thus enhancing the shopping experience (Huo et al., 2023; Xie et al., 2023; Yun et al., 2023). This integrated approach encapsulates the fundamental elements of social commerce (i.e. individuality, conversation, community, and commerce) (Huang & Benyoucef, 2013); thus, it streamlines the entire shopping experience and maximizes utilitarian shopping value, thereby aligning with consumers' demand for a simplified shopping experience.

Research on LSS has indicated that LSS products are often similar, which reduces streamer switching costs for consumers (Huo et al., 2023). This similarity underscores the importance of maintaining consumers' continued purchase intention in LSS (Chong et al., 2023; Gu et al., 2023; Wu & Huang, 2023). According to the Expectation Confirmation Model (ECM) (Bhattacharjee, 2001), a consumer's continued purchase intention in LSS is determined by their satisfaction with the LSS experience and their perceptions of the value of LSS; such satisfaction and value perceptions are influenced by the degree of alignment between prepurchase expectations and postpurchase experiences, which are shaped by the unique characteristics of LSS. Therefore, understanding how the distinct features of LSS meet evolving consumer expectations is crucial for social commerce platforms to increase consumer satisfaction, provide high utilitarian value, and maintain consumers' continued purchase intention. However, research has yet to apply the ECM to comprehensively examine performance expectations and performance confirmation in LSS.

In addition to providing utilitarian value, LSS cultivates social value through streamer–follower interactions. LSS can cultivate social value through the establishment of trust between streamers and followers. Nevertheless, relevant studies on trust cultivation in the context of LSS have mostly focused on initial trust (Chen et al., 2022; Qing & Jin, 2022). Ongoing trust, which is cultivated over time and symbolizes a stable relationship between parties, has a crucial effect on continued purchase intention (Ashraf et al., 2020; Zhang, 2020); hence, understanding the influence of ongoing trust in the context of LSS is essential. Accordingly, further research is warranted to understand how long-term LSS consumers develop ongoing trust and understand the effect of their ongoing trust on their continued purchase intention.

According to our review of the literature, no LSS study has directly investigated how the distinct characteristics of LSS meet the evolving expectations of consumers for an efficient shopping experience and how consumers' postpurchase expectation confirmation affects their subsequent value perceptions and shopping satisfaction. To fill the aforementioned gap, we developed a research model based on the ECM and ongoing trust. We argue that LSS effectively aligns with consumers' expectations for efficient shopping through its unique characteristics, namely word-of-mouth communications, high-quality information, stable live video streaming, convenient order-placement system, and immediate service. This study aimed to investigate how postpurchase expectation confirmation affects consumers' LSS satisfaction, value perceptions, and ongoing trust in streamers; the study also explored the collective influence of LSS satisfaction, value perceptions, and ongoing trust in streamers on continued purchase intention. The primary purpose of this research is to understand how the unique characteristics of LSS meet these evolving consumer demands and influence continued purchase

intention. Our findings offer valuable insights that can enable streamers and retailers to align their service strategies with evolving consumer shopping demands.

## Literature review

### *Live-streaming shopping (LSS)*

#### *Research on LSS*

LSS has been extensively adopted by online retailers to enhance their sales performance. Nevertheless, research in this field is insufficient (Gu et al., 2023; Ma, 2023; Yun et al., 2023). Most studies on LSS have focused on the theme of purchase intention (Hwang & Youn, 2023; Shiu et al., 2023; Tian et al., 2023). Several studies have highlighted the challenges associated with maintaining customer loyalty in LSS. Hence, since 2021, researchers have increasingly examined factors influencing continued purchase intention in LSS, such as continued usage intention, engagement intention, and stickiness.

Most studies on these factors have adopted the stimulus–organism–response model (Chong et al., 2023, 2023; Ho et al., 2022; Ma, 2023; Wu & Huang, 2023; Xie et al., 2023; Yun et al., 2023), with relatively few studies adopting the socio-technical perspective (Li et al., 2021; Zhang et al., 2022) and information technology (IT) affordance theory (Ashraf et al., 2022). The aforementioned studies have reported that the technological capabilities of LSS platforms and the charisma of streamers create an immersive shopping environment.

#### *Characteristics of LSS*

Several studies have examined the multifaceted nature of LSS, emphasizing attributes such as affordability; real-time interaction; audiovisual elements; and authentic, synchronous, and multiparty engagement (Shiu et al., 2023; Xue et al., 2020; Zhang et al., 2022). Additionally, previous research has primarily investigated the interactivity of LSS (Bao & Zhu, 2023; Chong et al., 2023; Gu et al., 2023; Jiao et al., 2023; Li et al., 2021; Ma, 2023; Wang & Oh, 2023; Xie et al., 2023; Yun et al., 2023; Zhang et al., 2022) and the rich content of live videos (Gu et al., 2023) as primary drivers of LSS value and satisfaction.

For example, Chong et al. (2023) examined the impact of social presence and perceived crowdedness on perceived value within the LSS context. They found that a high level of social presence, defined as the degree to which a medium allows users to experience others as being psychologically present, contributes to a sense of community and engagement. This, in turn, enhances the perceived value of the LSS experience. Similarly, perceived crowdedness, or the feeling that many others are simultaneously participating in the live stream, also elevates perceived value by creating a bandwagon effect that implies popularity and trustworthiness.

The study suggests that these factors contribute to the continued usage of live-streaming commerce platforms. As a result, these attributes can be considered strengths of LSS; however, when combined, these strengths can turn into weaknesses. For example, LSS relies on smooth streaming technology to provide an optimal viewing experience (Tashtarian et al., 2023). In addition, chat rooms, which are essential for various interactions (e.g. greetings, expressing wishes, asking questions, sharing word-of-mouth recommendations, and placing orders), may become cluttered, which may affect service quality.

Previous research on LSS has mostly identified the interactivity of LSS and the rich content of live videos as primary drivers of LSS value and LSS satisfaction, which can increase continued purchase intention. However, the effectiveness of these drivers depends on the consistency between consumers' expectations of and actual postpurchase experiences regarding the robustness of an LSS system and on streamers' ability to leverage the characteristics of the LSS system.

Notably, few studies have investigated the topic of continued purchase intention in the domains of system and service quality in LSS. Therefore, to address this gap, we examined the perceptions of experienced LSS users regarding word-of-mouth sharing, the quality of information provided by streamers, the system quality of LSS, and the service quality offered by streamers. All of these aspects were considered within the context of postpurchase LSS experiences. Overall, our investigation was grounded in the ECM and the concept of ongoing trust. In the next section, we provide an overview of the ECM and the concept of ongoing trust.

## **Expectation confirmation model (ECM)**

### **Overview of ECM**

Bhattacharjee (2001) developed the ECM to investigate the determinants of continued information system (IS) usage. The ECM posits that users form expectations before using an IS. After an initial period of use, users develop perceptions regarding system performance. The ECM suggests that users revise or update their expectations regarding an IS on the basis of their experiences with the system; hence, users' experiences are essential for their continued IS usage. Users evaluate congruence by comparing their postacceptance performance perceptions against their initial expectations, and this process is referred to as 'confirmation'. In addition to perceived usefulness (a component of postexpectation assessment), the evaluated congruence influences user satisfaction. Users who have a higher level of satisfaction with an IS are more inclined to continue using the IS.

Yan et al. (2021) observed that online platforms have a niche set of user needs that they cater to, leading to different user expectations and perceived performance between online platforms. In addition, they argued that relying solely on the perceived usefulness metric, as emphasized in previous technology acceptance models, may not comprehensively capture the numerous benefits offered by different functionalities. Therefore, to gain more nuanced insights, they recommended that researchers explore additional dimensions of perceived performance that influence continued usage intention. They also noted that as the objectives of SNS usage become multifaceted, the derived benefits also vary. Therefore, identifying specific motivations for SNS utilization is essential in understanding how diverse usage purposes influence value perceptions.

### **Continued usage intention**

Recent studies on various domains, such as e-commerce (Cheng, 2020), wearable devices (Park, 2022), and mobile commerce (Abbasi et al., 2022; Akel & Armağan, 2021; Lee et al., 2024; Long & Suomi, 2022), have adopted ECM to investigate continued usage intention. Some studies across different business domains have suggested that information, system, and service quality indicators proposed by Delone and Mclean (2003) reflect different aspects of system performance (Cheng, 2020; Long & Suomi, 2022; Park, 2022). Other studies have developed unique performance metrics tailored to their specific contexts (i.e. mobile commerce) (Abbasi et al., 2022). In addition to considering satisfaction and perceived usefulness, some studies have included auxiliary variables in their frameworks to examine the effects of these variables on continued usage intention across various social commerce platforms (Long & Suomi, 2022; Park, 2022).

For example, Lee et al. (2024) extended the ECM by integrating it with the theory of network externalities to better explain the factors influencing customers' continuance intention to use mobile shopping apps. This integration was necessary because the researchers found that the ECM alone could not fully capture all aspects, especially the social influences on Malaysian consumers' intention to continue using these apps. Foroughi et al. (2023) also extended the ECM by incorporating additional factors such as perceived enjoyment, personal innovativeness, and the attractiveness of alternatives to explore the determinants of travel apps' continuance usage intention. This extension integrates hedonic, personal, and environmental factors into the original ECM framework, providing a more comprehensive understanding of continuance intention in the context of travel apps. Akel and Armağan (2021) extended the ECM by adding hedonic and utilitarian benefits as determinants of application continuance intention in location-based applications. They integrated the ECM with the technology acceptance model to examine the role of application aesthetics and perceived enjoyment (hedonic benefits) and application quality and application utility (utilitarian benefits) on user satisfaction and continuance intention.

In summary, expanding the ECM framework to include additional context-related factors can capture a wider range of influences on user continuance intention. This expansion not only strengthens the explanatory power of the ECM but also provides valuable insights for designing and managing applications across various domains.



## Ongoing trust

### Initial trust and ongoing trust

Online shopping research has predominantly focused on the concept of initial trust. Initial trust in the context of e-banking, for instance, involves accepting the risk of using electronic financial services without prior experience or valid information about their ability fulfil one's needs (Kimiagari & Baei, 2022). This form of trust is characterized by an individual's inclination to rely on another party, trusting that this party will act in the individual's best interest while avoiding deception and upholding their commitments (Osakwe et al., 2022). Although individuals may gather extensive information from a website regarding a seller, product, or service, the establishment of initial trust in the absence of real transactions is speculative; this thus engenders a challenge in establishing a stable foundation of trust (Zhang, 2020). Lee and Choi (2011) described ongoing trust as a positive belief in another party's reliability and integrity, nurtured through actual interactions and historical observations. In e-commerce, consumers refine their initial trust with each online shopping experience, thereby leading to the development of ongoing trust. This trust, which is rooted in genuine experiences, facilitates the formation of a reliable relationship. Ongoing trust enables a comprehensive understanding of the seller and thus mitigates social uncertainties and fears; consequently, this trust promotes continued purchase intention (Ashraf et al., 2020; Zhang, 2020).

### Establishment of ongoing trust

Doney and Cannon (1997) determined that trust in business partnerships is cultivated through five evaluation processes: calculation, prediction, capability, intentionality, and transference. Building upon this framework, Kim et al. (2004) examined the processes that encourage consumers to revisit a website and build trust with an online store. In their study, calculation is defined as the evaluation of an online store based on its reputation among consumers. Prediction involves assessing the online store's future behaviour based on customer satisfaction. Capability is about evaluating the store's ability to fulfil its obligations. Intentionality refers to understanding the motivations behind the online store's actions. Finally, transference involves adopting other consumers' opinions about the website's reputation as one's own evaluation.

Kim et al. (2004) emphasized that consumers accumulate experiences on platforms with each transaction or interaction they have. These experiences serve as a benchmark for evaluating website quality, information quality, and service quality. Kim et al. also argued that even for consumers who repeatedly visit or make purchases from the same website, word of mouth remains an essential reference point for determining whether they continue to trust the website. Consequently, consumers adjust their trust levels after each interaction on the basis of word of mouth, their satisfaction level, and quality assessments. This trust subsequently influences the consumers' continued engagement intention for the website.

Studies, particularly those in domains such as online banking (Hoehle et al., 2012) and recommendation systems (Ashraf et al., 2020), have extended the ECM by considering ongoing trust as a determinant of continued usage intention. For example, acknowledging the unique characteristics of travel products and their platforms, Zhang (2020) combined the ECM with trust transfer theory. This integration expanded the scope of expectation confirmation from a unidimensional concept to a multifaceted construct that includes dimensions such as product quality and service quality.

## Research model and hypothesis development

### Research model

Drawing from the ECM and the concept of ongoing trust, we propose that in LSS, consumers form or adjust their performance expectations based on their confirmation of an efficient shopping experience after engaging with LSS. When consumers' expectations align with their actual shopping experiences, their satisfaction increases. Such alignment enhances perceived postpurchase value and cultivates ongoing trust in the relevant streamer. Overall, the utilitarian value and social value of LSS influence a viewer's intention to continue buying products sold by a streamer. Table 1 presents the relationships between

LSS characteristics, postpurchase performance expectations, performance confirmation, perceived value, and ongoing trust. [Figure 1](#) illustrates the proposed research model.

### ***Effects of performance expectation and confirmation on perceived value, ongoing trust, and satisfaction in LSS***

#### ***Positive word of mouth about a streamer from coviewers***

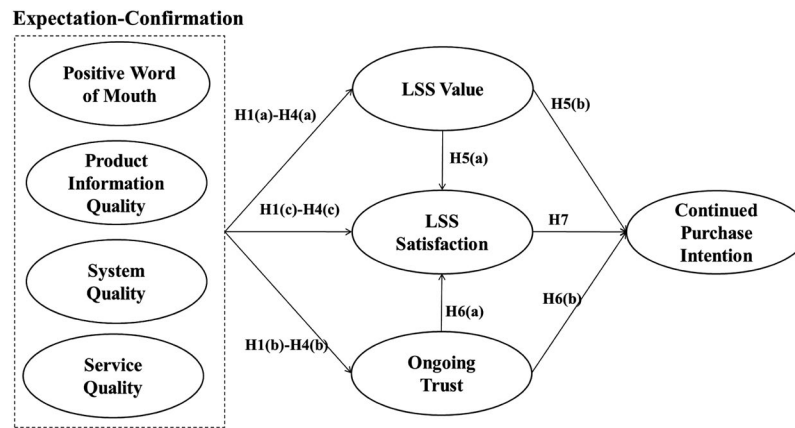
Positive word of mouth is generated when consumers voluntarily engage in discussions, provide recommendations, or disseminate information, without any underlying commercial motive, regarding a product that they like (Kim & Son, 2009). Consumer endorsements have a strong influence on prospective customers.

Traditional e-commerce platforms, which do not allow real-time multiparty interactions, require consumers to navigate through multiple websites to access word-of-mouth information, which complicates their shopping experience. By contrast, in LSS, the real-time positive word of mouth shared by viewers in a chat

**Table 1.** Relationship between LSS characteristics, postpurchase performance expectations, performance confirmations, perceived value, and ongoing trust (Source: Our analytical results).

Performance expectations from LSS characteristics	Definition of performance confirmations	Perceived value	Ongoing trust
Positive word of mouth about streamers from coviewers: <ul style="list-style-type: none"> <li>Coviewers frequently sharing positive experiences and testimonials in the chat room regarding shopping with a streamer who is commonly watched by the group during a broadcast</li> </ul>	Positive word-of-mouth confirmation: <ul style="list-style-type: none"> <li>The degree to which the reference value of word of mouth, as shared by coviewers, matches viewer expectations</li> </ul>	Word-of-mouth value: <ul style="list-style-type: none"> <li>Savings in time and effort that would otherwise be spent searching for word-of-mouth information across various websites during the prepurchase stage</li> </ul>	Calculation/transference/prediction: <ul style="list-style-type: none"> <li>Utilizing reference information about a streamer's reputation to calculate their credibility</li> <li>Predicting a streamer's future behavior depending on their reputation</li> <li>A trust-building process that essentially involves transferring trust on the basis of existing reputational data</li> </ul>
Quality of information offered by the streamer: <ul style="list-style-type: none"> <li>Real-time video demonstrations of product use accompanied by the streamer's expert insights and commentary</li> <li>Provision of price comparison details by the streamer, enabling the viewers to make informed purchase decisions</li> </ul>	Information quality confirmation: <ul style="list-style-type: none"> <li>The degree to which the reference value of information disseminated by a streamer matches viewer expectations</li> </ul>	Information efficiency value: <ul style="list-style-type: none"> <li>Savings in time and effort related to evaluating product attributes and comparing prices across multiple websites during the prepurchase stage</li> <li>Procuring high-value products, thus achieving monetary savings</li> </ul>	Ability/intention: <ul style="list-style-type: none"> <li>Evaluating a streamer's professional competence in showcasing and discussing products</li> <li>Determining the degree to which a streamer aligns with the audience's requirements and interests, thereby gauging their genuine intention to serve the audience</li> </ul>
System quality in LSS: <ul style="list-style-type: none"> <li>Seamless live video streaming, ensuring a glitch-free viewing experience</li> <li>Efficient and user-friendly LSS order placement system, facilitating the shopping experience</li> </ul>	System quality confirmation: <ul style="list-style-type: none"> <li>The degree to which an LSS system meets viewer expectations in terms of seamless viewing and order placement</li> </ul>	Ordering process value: <ul style="list-style-type: none"> <li>Savings in time and effort typically associated with complex product ordering processes during the purchase stage</li> </ul>	Capability: <ul style="list-style-type: none"> <li>Evaluating a streamer's proficiency in handling and processing product orders</li> </ul>
Service quality of the streamer: <ul style="list-style-type: none"> <li>Prompt real-time responses by the streamer or their support team, focusing on resolving problems, guiding viewers through the shopping process, and simulating the provision of in-person shopping assistance</li> <li>Direct customer service provision through SNS private messaging or phone calls to address postpurchase inquiries and concerns</li> </ul>	Service quality confirmation: <ul style="list-style-type: none"> <li>The degree to which the service quality offered by the streamer aligns with viewer expectations</li> </ul>	Streamer service value: <ul style="list-style-type: none"> <li>Savings in time and effort across all shopping stages (before, during, and after purchase) resulting from minimized back-and-forth communications and waiting times</li> <li>Streamlined processes for handling and responding to customer inquiries</li> </ul>	Capability/intent combined: <ul style="list-style-type: none"> <li>Gauging a streamer's professional competence in order processing</li> <li>Understanding a streamer's authenticity and good intentions through the way they address audience inquiries</li> </ul>





**Figure 1.** Research model.

room provides fresh insights into the streamer (Hwang & Youn, 2023). LSS reduces the time that consumers spend on various websites, and this thus enhances consumers' perceived value of and satisfaction with LSS (Jebarajakirthy & Shankar, 2021). In addition, real-time testimonials serve as indicators of a streamer's reputation and provide viewers with information regarding the streamer's credibility and predictions regarding future transaction-related actions. After making a purchase, viewers evaluate the positive word of mouth shared in the chat room. If this word of mouth aligns with their expectations, their perceived LSS value, LSS satisfaction, and ongoing trust in the streamer increase. Accordingly, we proposed the following hypothesis:

H1: Positive word of mouth regarding a streamer confirmation positively affects consumers' (a) perceived LSS value, (b) ongoing trust in the streamer, and (c) LSS satisfaction.

### ***Effects of information quality, system quality, and service quality***

In LSS, information quality can be defined as viewers' perception of the usefulness, reliability, and completeness of the information provided by a streamer (Xu et al., 2020). Busalim et al. (2021) defined system quality in social commerce as customers' perception of the technical and functional capabilities of a social commerce website, particularly its availability and accessibility. Studies have evaluated website service quality in terms of dimensions such as responsiveness, assurance, empathy, reliability, problem-solving ability, and after-sales service (Busalim et al., 2021; Molinillo et al., 2021).

Many studies have demonstrated the positive effects of information quality, system quality, and service quality on customer satisfaction across various contexts (Wang et al., 2021). These dimensions enhance consumers' perceived value (Molinillo et al., 2021) and trust (Wang et al., 2021). For instance, Zhang (2020) confirmed that after consumers purchase a travel product, their satisfaction with and ongoing trust in the relevant platform and tourist destination increases if their experiences meet or exceed their expectations regarding product quality, service quality, and convenience.

In this study, we extended the concept of postpurchase performance confirmation in LSS to cover information quality, system quality, and service quality (Table 1). After purchasing a product, consumers compare the product's performance with their expectations in terms of the aforementioned quality dimensions. If the actual product performance meets or exceeds consumers' expectations, the consumers' perceived LSS value and LSS satisfaction increase. Such confirmation also increases viewers' confidence in a streamer's credibility, expertise, and benevolent intent, thereby reinforcing their ongoing trust in the streamer. Accordingly, we proposed the following hypotheses:

H2: Information quality confirmation positively affects consumers' (a) perceived LSS value, (b) ongoing trust in a streamer, and (c) LSS satisfaction.

H3: System quality confirmation positively affects consumers' (a) perceived LSS value, (b) ongoing trust in a streamer, and (c) LSS satisfaction.

H4: Service quality confirmation positively affects consumers' (a) perceived LSS value, (b) ongoing trust in a streamer, and (c) LSS satisfaction.

### ***Effects of perceived LSS value on LSS satisfaction and continued purchase intention***

Zeithaml (1988) defined perceived value as ‘the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given’ (p. 14). When consumers engage with web-sites (Chalomba et al., 2019) or social commerce platforms (Molinillo et al., 2021), their objective is to maximize value, and their value perception influences their intention to reuse a service or repurchase a product (Chalomba et al., 2019; Molinillo et al., 2021).

In the context of LSS, viewers who have purchased a product may perceive that LSS offers savings in terms of money, time, and effort. They often attribute these savings to competitive pricing; authenticity; and the convenience of integrated word-of-mouth recommendations, price comparisons, and one-click ordering. When they perceive an increased LSS value, their LSS satisfaction and continued purchase intention increase. Accordingly, we proposed the following hypothesis:

H5: Consumers’ perceived LSS value positively affects their (a) LSS satisfaction and (b) continued purchase intention.

### ***Effects of ongoing trust in streamers on LSS satisfaction and continued purchase intention***

Research has indicated that ongoing trust, which is continually reinforced by positive usage experiences, influences satisfaction and continued purchase intention across various platforms, including product recommendation forums and online banking platforms (Ashraf et al., 2020; Hoehle et al., 2012). Hence, we theorized that in the context of LSS, a user’s ongoing trust in a streamer is influenced by the user’s engagement with the streamer’s shopping channel, their interactions with the streamer, and their accumulated LSS experiences. This trust may increase LSS satisfaction and promote continued purchase intention. Accordingly, we proposed the following hypothesis:

H6: A viewer’s ongoing trust in a streamer positively affects the viewer’s (a) LSS satisfaction and (b) continued purchase intention.

### ***Effect of LSS satisfaction on continued purchase intention***

Ali and Bhasin (2019) defined continued purchase intention as an individual’s propensity to continue acquiring goods or services from the same provider. Several studies have demonstrated the effect of satisfaction on continued usage or purchase intention (Ali & Bhasin, 2019; Chalomba et al., 2019; Wang et al., 2021). Therefore, we theorized that a viewer’s loyalty to a streamer depends on their shopping experiences with the streamer. Accordingly, we proposed the following hypothesis:

H7: LSS satisfaction positively affects continued purchase intention.

## **Data and research methodology**

### ***Data collection and demographic analysis***

The ethical approval for this study was obtained from the Institutional Review Board for the Ergonomics Experiment of Chaoyang University of Technology. The approval number is CYUTIRB-113-001. For data collection, we conducted an online questionnaire survey targeting individuals who had made purchases at least twice within the past 3 months from a streamer they individually followed and were still actively following this streamer’s LSS events. We focused on Facebook Live, which is a highly popular platform in Taiwan.

In this study, all participants were informed about the research’s purpose and procedures. They were assured that their involvement was voluntary, and they could withdraw at any time without facing any consequences. Written informed consent was obtained from each participant prior to the

commencement of data collection. This consent form detailed the study's objectives, the procedures involved, and the confidentiality of the data provided. Additionally, participants were informed that the findings of the study would be published in academic journals or presented at professional conferences. It was assured that their individual identities would not be associated with their responses.

Three experienced individuals with over 6 months of experience in watching LSS events and making purchases were invited to identify any problems in the wording of the questionnaire items. The questionnaire comprised three parts. The first part was a screening section, in which the respondents were asked to confirm whether they met the sampling criteria defined in this study before proceeding to answer the questions in the other two parts. The second part included a total of 35 questions related to various research constructs. The questionnaire items are presented in the [Appendix](#). The final part of the questionnaire collected respondents' demographic information and their experiences with LSS.

The questionnaire items for these constructs were adapted from previous studies. Each item was scored on a 7-point Likert scale with endpoints ranging from 1 (*strongly disagree*) to 7 (*strongly agree*). Data collection involved posting the online questionnaire's URL in Facebook LSS groups, LINE LSS groups, and PTT, Taiwan's most prominent online forum. A total of 292 valid questionnaires were received ([Table 2](#)) and used for data analysis.

## Results

### Common method bias

We evaluated the potential for common method bias (CMB) by using an approach recommended by Kock and Lynn (2012). We introduced a new random dependent variable (with values between 0 and 1) to treat our latent variables as predictors. The results indicated that all inner variance inflation factor values were below 3.3 (ranging from 1.184 to 2.878), suggesting that CMB did not have a major effect in this study.

### Model testing

We performed model testing through partial least squares structural equation modelling (PLS-SEM). PLS-SEM is effective in handling numerous variables and parameters and ensures robust convergence (Henseler et al., 2014); hence, it is suitable for extending theoretical models, merging theoretical frameworks, and studying intricate social phenomena (Hair et al., 2019b). We conducted PLS-SEM for our measurement and structural models by using SmartPLS 4.

**Table 2.** Demographic characteristics of sample.

Item	Frequency	Percentage
Gender		
Male	100	34.25
Female	192	65.75
Age		
≤20	1	0.34
21–30	62	21.23
31–40	139	47.6
41–50	76	26.03
>50	14	4.79
Occupation		
Student	9	3.08
Blue-collar worker	62	21.23
White-collar worker	51	17.47
Government/military employee	31	10.62
Service provider	88	30.14
Freelancer	28	9.59
Homemaker	20	6.85
Other	3	1.03

### Measurement model

The evaluation of the reliability and validity of measurement model results (Table 3) indicated that composite reliability metrics ( $\rho_a$  and  $\rho_c$ ) exceeded the benchmark value of 0.7; thus, our measurement model had high internal reliability (Hair et al., 2019a). In addition, all standardized factor loadings for each construct exceeded 0.707, and all average variance extracted values were significantly higher than 0.5; thus, our measurement model had robust convergent validity (Hair et al., 2019a).

To examine the discriminant validity of our measurement model, we used the heterotrait–monotrait (HTMT) ratio of correlations, which enables analyzing correlations within and between traits for identifying relationships between constructs (Hair et al., 2019a). As presented in Table 4, all HTMT values were considerably lower than the conservative threshold of 0.9 proposed by Hair et al. (2019a); thus, our measurement model exhibited sufficient discriminant validity.

### Structural model

We evaluated the predictive power of our structural model by following the guidelines outlined by Hair et al. (2019a). As presented in Table 3, all of our  $R^2$  values exceeded the benchmark of 0.50, indicating that our endogenous constructs were adequately explained by their respective exogenous constructs. Therefore, in accordance with the standards proposed by Hair et al. (2019a), our structural model had moderate predictive power.

We next used  $Q^2$  values to evaluate the predictive precision of our structural model. In accordance with the recommendation of Hair et al. (2019a), we used a blindfolding resampling technique and performed 10-fold cross-validation. According to Hair et al. (2019a), as presented in Table 3, all of our endogenous constructs had  $Q^2$  values ranging from 0.568 to 0.667, confirming the high predictive accuracy of our structural model. Table 5 presents the test results for our structural model. All of our hypotheses were supported, except for H1(c), H2(c), and H4(a).

### Test results for specific indirect effects

In accordance with the methodological framework proposed by Hair et al. (2021), we used a bootstrap method to investigate the mediating effects of SVE, SOTR, and SSA on the relationships between various

**Table 3.** Construct reliability, validity, and predictive power and model accuracy.

Construct	Mean	Standard Deviation	Cronbach's alpha	$\rho_a$	$\rho_c$	AVE	$R^2$	$Q^2$
SWOM	5.183	0.781	0.828	0.827	0.897	0.744		
SPIQ	5.214	0.657	0.819	0.821	0.873	0.58		
SYQ	5.172	0.735	0.882	0.883	0.911	0.63		
SQ	5.221	0.684	0.829	0.831	0.879	0.592		
SVE	5.117	0.781	0.85	0.853	0.899	0.69	0.616	0.604
SOTR	5.265	0.773	0.869	0.871	0.905	0.657	0.704	0.667
SSA	5.260	0.796	0.868	0.869	0.91	0.718	0.675	0.635
SCPUI	5.325	0.808	0.866	0.868	0.918	0.789	0.671	0.568

Note: SWOM: positive word of mouth about streamer confirmation; SPIQ: information quality confirmation; SYQ: system quality confirmation; SQ: service quality confirmation; SOTR: ongoing trust in streamer; SVE: LSS value perception; SSA: LSS satisfaction; SCPUI: continued purchase intention.

**Table 4.** Discriminant validity test results for HTMT.

Construct	SWOM	SPIQ	SYQ	SQ	SVE	SOTR	SSA
SPIQ	0.799						
SYQ	0.841	0.772					
SQ	0.796	0.789	0.811				
SVE	0.861	0.800	0.795	0.749			
SOTR	0.832	0.890	0.836	0.820	0.823		
SSA	0.814	0.824	0.855	0.815	0.880	0.869	
SCPUI	0.772	0.802	0.791	0.744	0.843	0.831	0.898

Note: SWOM: positive word of mouth about streamer confirmation; SPIQ: information quality confirmation; SYQ: system quality confirmation; SQ: service quality confirmation; SOTR: ongoing trust in streamer; SVE: LSS value perception; SSA: LSS satisfaction; SCPUI: continued purchase intention.

**Table 5.** Test results of our structural model.

Hypotheses	Path coefficients	T statistics	p values	Supported?
H1(a): SWOM→ SVE	0.349	5.331	0.000	Yes
H1(b): SWOM→ SOTR	0.171	3.281	0.001	Yes
H1(c): SWOM→SSA	0.016	0.282	0.778	No
H2(a): SPIQ→SVE	0.235	4.339	0.000	Yes
H2(b): SPIQ→SOTR	0.358	6.273	0.000	Yes
H2(c): SPIQ→SSA	0.100	1.882	0.060	No
H3(a): SYQ→SVE	0.216	3.220	0.001	Yes
H3(b): SYQ→SOTR	0.250	4.418	0.000	Yes
H3(c): SYQ→SSA	0.233	3.527	0.000	Yes
H4(a): SQ→SVE	0.094	1.299	0.194	No
H4(b): SQ→SOTR	0.178	3.141	0.002	Yes
H4(c): SQ→SSA	0.137	2.488	0.013	Yes
H5(a): SVE→SSA	0.299	5.097	0.000	Yes
H5(b): SVE→SCPUI	0.238	3.803	0.000	Yes
H6(a): SOTR→SSA	0.190	2.714	0.007	Yes
H6(b): SOTR→SCPUI	0.231	3.748	0.000	Yes
H7: SSA→SCPUI	0.425	5.787	0.000	Yes

Note: SWOM: positive word of mouth about streamer confirmation; SPIQ: information quality confirmation; SYQ: system quality confirmation; SQ: service quality confirmation; SOTR: ongoing trust in streamer; SVE: LSS Value Perception; SSA: LSS satisfaction; SCPUI: continued purchase intention.

**Table 6.** Test results of SIEs.

Specific indirect effect	SIE path	T values	p values
SWOM → SVE → SCPUI	0.083	3.025	0.003
SWOM → SOTR → SCPUI	0.04	2.605	0.009
SWOM → SSA → SCPUI	0.007	0.282	0.778
SPIQ → SVE → SCPUI	0.056	2.869	0.004
SPIQ → SOTR → SCPUI	0.083	3.326	0.001
SPIQ → SSA → SCPUI	0.042	1.787	0.074
SYQ → SVE → SCPUI	0.052	2.312	0.021
SYQ → SOTR → SCPUI	0.058	2.653	0.008
SYQ → SSA → SCPUI	0.099	2.758	0.006
SQ → SVE → SCPUI	0.022	1.217	0.224
SQ → SOTR → SCPUI	0.041	2.184	0.029
SQ → SSA → SCPUI	0.058	2.174	0.030

Note: SWOM: positive word of mouth about streamer confirmation; SPIQ: information quality confirmation; SYQ: system quality confirmation; SQ: service quality confirmation; SOTR: ongoing trust in streamer; SVE: LSS value perception; SSA: LSS satisfaction; SCPUI: continued purchase intention.

quality variables and SCPUI. Our analysis revealed that all specific indirect effects (SIEs) were significant, except for those in the SWOM → SSA → SCPUI, SPIQ → SSA → SCPUI, and SQ → SVE → SCPUI pathways. Therefore, for most of the examined SIEs, SVE, SOTR, and SSA were complementary partial mediators in the relationships between different quality variables and SCPUI. Table 6 presents the results obtained from the testing of the SIEs.

## Discussion and research implications

### Discussion

On the basis of the ECM and the concept of ongoing trust, we investigated the postpurchase experiences of consumers in the context of LSS; such experiences are also referred to as LSS performance confirmation. We examined how LSS performance confirmation shapes consumers' satisfaction, perceived utilitarian value, and ongoing trust in a streamer. Moreover, we investigated how these perceptions collectively influence continued purchase intention.

According to our review of the literature, this study is the first to use the ECM to examine factors influencing continued purchase intention in the context of LSS. Previous research has predominantly focused on the role of streamers in presenting product information and leveraging social characteristics for enhancing LSS satisfaction (Bao & Zhu, 2023; Ma, 2021). By contrast, our study comprehensively explored the various aspects of postpurchase confirmation. We focused on the unique characteristics of LSS, such as real-time positive word of mouth, detailed product-related information provision, convenient ordering systems, and prompt customer service. This approach enabled us to explore how these

distinctive LSS characteristics align with and potentially influence consumers' evolving expectations for efficient and streamlined shopping experiences.

Our ECM-based findings suggest that postpurchase confirmation of information quality and positive word of mouth from covievers have no significant effect on LSS satisfaction. Further analysis revealed that for experienced LSS users familiar with specific streamers, factors such as the overall quality of the LSS platform, which is often beyond the streamer's direct control, play a critical role in enhancing LSS satisfaction. The shift from valuing information quality to emphasizing user experience and platform quality reflects the broader trend in social commerce toward prioritizing a streamlined shopping process and user experience design as much as service quality; this shift indicates a transition from a transactional approach to an experiential approach for enhancing LSS satisfaction.

Our study also examined the effect of the characteristics of LSS on consumer value perception. In contrast to previous research that has focused on social presence and perceived crowdedness (Chong et al., 2023), we focused on postpurchase confirmation, and our findings clarify that real-time positive word of mouth from covievers, comprehensive product information from a streamer, and inherent reliability of an LSS system are crucial factors influencing value perception. These factors distinguish LSS platforms from traditional online shopping platforms and align with consumer preferences for efficient shopping, thus enhancing consumers' perceived LSS value, LSS satisfaction, and continued purchase intention.

Despite the aforementioned findings, our results indicate that postpurchase confirmation of streamer service quality does not significantly affect LSS value perception. LSS platforms not only enable users to address postpurchase problems promptly through an LSS chat room but also provide other service channels (e.g. phone calls or instant messaging channels) similar to those of traditional online shopping websites. Notably, our findings demonstrate that experienced LSS users have high service quality standards ( $\mu=5.221$ ,  $\sigma=0.684$ ; Table 3), suggesting that although service quality is essential in LSS, its direct positive effect on overall LSS value perception might be limited.

We also investigated the mechanisms through which ongoing trust is cultivated in consumers who consistently interact with a specific streamer; this trust can be considered a form of social value of LSS. Previous studies have provided mixed findings regarding the effect of initial trust in streamers on purchase intention (Chandruangphen et al., 2022; Chen et al., 2022; Ming et al., 2021; Park & Lin, 2020; Wongkitrungrueng & Assarut, 2020). By contrast, our findings demonstrate that ongoing trust plays a crucial role in driving continued purchase intention. These findings highlight the importance of ongoing trust, which exerts a stronger and more enduring influence on viewers' purchase behavior than does initial trust (inherently characterized by a transient influence), in LSS.

We extended the application of the ECM beyond its conventional use in traditional online shopping. LSS-specific characteristics, such as a streamer's ability to provide high-quality information and manage consumer expectations effectively, are crucial in fostering ongoing trust. In contrast to traditional e-commerce settings, which predominantly involve static images and generic designs (Kim et al., 2004), LSS relies on dynamic live video streaming, which accentuates the streamer's role in enhancing the shopping experience. Our findings reveal that streamers must communicate effectively and deliver high-quality information and tailored services to develop and maintain ongoing trust among consumers, which can lead to repeated purchases by these consumers.

In summary, we successfully extended the ECM to explore consumers' continued purchase intention in LSS. Our results reveal that the characteristics of LSS can meet consumers' shifting expectations for efficient and streamlined shopping experiences, thereby enhancing viewers' continued purchase intention through various mediators, namely satisfaction, perceived value, and ongoing trust in the streamer.

### ***Theoretical implications***

Our study provides valuable insights in the field of LSS, particularly in understanding consumer behaviour and platform dynamics. First, to the best of our knowledge, this study is the first to explore the consistency between the efficient shopping characteristics of LSS and evolving consumer demands and behaviours. With the substantial shifts in consumer preferences toward high-value products and a simplified, streamlined shopping experience, we observed that LSS provides utilitarian value and social value; such social value is characterized by the development of ongoing trust. By extending the ECM to include these aspects, our



study offers a novel perspective in the field of LSS research. Specifically, our research model derived by extending the ECM to include utilitarian value and ongoing trust can help identify the determinants of continued purchase intention in the context of LSS. Accordingly, our study contributes to a more holistic understanding of the factors that drive consumer loyalty in the rapidly evolving digital marketplace.

Second, this study responds to calls from scholars, particularly Yan et al. (2021), to expand the ECM. Our findings on postpurchase confirmation unique to LSS—such as real-time word of mouth, information quality, and system reliability—and its effects on continued purchase intention complement the findings of existing studies on consumer satisfaction and loyalty in LSS settings. This study provides insights into how streamers can meet consumers' evolving expectations for efficient shopping, thereby enhancing their value proposition.

Finally, our findings reveal that ongoing trust in streamers mediates the relationships between various quality expectations and continued purchase intention. These findings demonstrate how postpurchase performance expectations influence ongoing trust and continued purchase intention; thus, the findings contribute a new dimension of social value to LSS research.

### ***Practical implications***

The findings of this study have several practical implications for LSS streamers seeking to promote their consumers' continued purchase intention. First, to enhance consumers' continued purchase intention, streamers should emphasize cost-effectiveness as a core value in their streams. Moreover, LSS initiatives should not only focus on competitive pricing but also seamlessly blend various facets of social commerce to simplify consumers' shopping process.

Second, LSS systems must be reliable to ensure customer satisfaction. Streamers should prioritize platforms known for reliable real-time streaming and consider chatroom-based text ordering systems, which are known for their stability, to enhance consumers' shopping experience.

Third, streamers should implement innovative product presentations and expertise demonstrations to foster and maintain trustworthiness. When consumers consistently perceive that their expectations and covievers' word-of-mouth testimonials are in agreement with the words and actions of a streamer, they develop sustained trust in the streamer, which thus increases their continued purchase intention.

Finally, streamers should integrate various facets of social commerce into LSS to offer various benefits to consumers, including peer recommendations, detailed product insights, user-friendly ordering processes, and real-time interactions. In the context of LSS, alignment between prepurchase expectations and postpurchase outcomes results in an increase in consumers' perceived LSS value and ongoing trust in the streamer. Therefore, streamers should leverage the multidimensional characteristics of LSS, along with their expertise, to cater to the evolving shopping preferences of consumers.

### ***Limitations and recommendations for future research***

This study has several limitations. First, the study applied a cross-sectional design. Future research should adopt a longitudinal approach to gain insights into LSS experiences from a uniform sample at different time points. Second, for simplicity, we limited our examination to the overall dimension of service quality. Future studies should expand our conceptual model by incorporating these multifaceted dimensions of service quality to offer additional insights into their effects on consumers' perceived LSS value and ongoing trust in streamers. Finally, this study primarily focused on the principal utilitarian value that consumers seek in their online shopping. Future research should seek to expand the scope of the present study, which might reveal a wider array of factors underlying the selection of LSS streamers across varied consumer segments.

### ***Authors' contributions***

This study was conceived and designed by Hsiu-Chia Ko. Shun-Yuan Ho conducted the primary data collection, analysis, and interpretation, with significant input and guidance from Hsiu-Chia Ko. The initial draft of the manuscript was written by Hsiu-Chia Ko, and both authors contributed to subsequent revisions critically for important

intellectual content. Both Hsiu-Chia Ko and Shun-Yuan Ho reviewed and approved the final version of the manuscript for publication. Additionally, both authors agree to be accountable for all aspects of the work, ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

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## About the authors

**Hsiu-Chia Ko** holds a PhD degree from the National Sun-Yat-Sen University, Taiwan. She is currently an Associate Professor of Information Management at the Chaoyang University of Technology, Taiwan. Her research interests include social media, social commerce, online communities, knowledge management, and electronic commerce. She has published articles in *Cyberpsychology, Behaviour, and Social Networking*, *Electronic Commerce Research and Applications*, *Internet Research*, *Online Information Review*, *Journal of Internet Commerce*, *Behaviour & Information Technology*, and the *International Journal of Technology Marketing*.

**Shun-Yuan Ho** is currently a doctoral candidate in the Information Management Department of Chaoyang University of Technology. He graduated with a master's degree from the Information Master's Program at Jingyi University in 2010. His research interests include enterprise resource planning, information security, technology acceptance, and supply chain.

## ORCID

Hsiu-Chia Ko  <http://orcid.org/0000-0003-3102-4825>

## Data availability statement

The participants of this study did not give written consent for their data to be shared publicly, so due to the sensitive nature of the research supporting data is not available.

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## Appendix: Questionnaire items

Positive word of mouth about streamer confirmation (Kim et al., 2004; Zhang, 2020):

- Coviewers' positive word-of-mouth recommendations about this streamer align with my expectations.
- Coviewers' favorable reviews and recommendations about this streamer align with my expectations.
- Coviewers' positive portrayal of this streamer aligns with my expectations.

Information quality confirmation (Kim et al., 2004; Zhang, 2020):

- The product information provided by the streamer is
  - relevant to my needs, as I expected.
  - easy to understand and aligns with my expectations.
  - reliable, as I expected.
  - useful and aligns with my expectations.
  - valuable and aligns with my expectations.

System quality confirmation (Kim et al., 2004; Zhang, 2020):

- The LSS system used by the streamer
  - is easy to use, as I expected.
  - can rapidly load all the text, graphics, and audio and video content, as I expected.
  - can be easily used to place an order, as I expected.
  - has a user-friendly interface, as I expected.
  - enables me to ask questions and receive timely responses, as I expected.

Service quality confirmation (Molinillo et al., 2021; Zhang, 2020):

- The streamer and their sales team
  - answer my questions and meet my expectations.
  - provide warmer services than I expected.
  - provide me with prompt services in case of any problems.
  - provide the transaction security and privacy protection make me feel safe.
  - pay attention to their audience.
  - understand the needs of their audience.

Ongoing trust in streamers (Zhang, 2020):

- According to my previous experience of purchasing products from this streamer, I believe that they
  - are trustworthy.
  - are reliable.
  - are capable of providing products and services.

care about the needs of their audience.  
keep their promises and commitments.

LSS value perception (Molinillo et al., [2021](#)):

LSS gives me good deals for the money that I pay.  
LSS is worth the effort that I put in purchasing products from this streamer.  
LSS adds value in spite of the nonnegligible risks involved in buying products from this streamer.  
Overall, purchasing products from this streamer through LSS is beneficial for me.

LSS satisfaction (Ashraf et al., [2020](#)):

Overall, shopping with this streamer makes me feel  
satisfied.  
pleased.  
contented.  
delighted.

Continued purchase intention (Chen et al., [2022](#)):

In the near future, I will very likely  
purchase products from this streamer again.  
choose this streamer as a shopping channel again.  
continue purchasing products sold by this streamer.